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**WASHINGTON STATE DEPARTMENT OF HEALTH
COLORECTAL AND PROSTATE CANCER SCREENING
PROJECT: EVALUATION OF THE MARCH PUBLIC
AWARENESS CAMPAIGN**

Prepared by:

Deborah Bowen, PhD

Thuy Vu, BA, MPHc

Peggy Hannon, PhD, MPH

Jeffrey Harris, MD, MPH, MBA

Diane Martin, PhD

Nancy Healy, MS

Alliance for Reducing Cancer, Northwest

University of Washington Health Promotion Research Center

Introduction

CRC (Colorectal) screening is recommended by the US Preventive Services Task Force as the only known method of reducing mortality from colorectal cancer. Still, rates of screening are relatively low in the state of Washington. Rates of screening range from 30% to 60%, depending on the type of screening and the combination of types of screening. Our most recent analysis suggests that only about half (52%) of age-appropriate Washington residents are up-to-date for colon cancer screening. The Centers for Disease Control and Prevention has funded a state-wide collaboration between interested parties to improve mortality and morbidity from colon cancer. The Colon Cancer Task Force of the WA Comprehensive Cancer Control Partnership is currently in Year 2 of a four year grant to implement interventions to improve screening as a method of targeting the long term health outcomes. As part of its public awareness activities, the Task Force chose to conduct a media campaign to deliver screening promotion messages to the public through public media sources during Colon Cancer month, March, 2005. The mixed media campaign consisted of print, radio, and television messages to increase awareness of colorectal cancer screening and to encourage people in the appropriate age range to contact a provider to consider obtaining screening.

A literature search identified no data to indicate that these types of month long disease specific focused efforts changed opinions, ideas, or behaviors in persons dwelling in the catchment areas. Therefore, we evaluated the effects of the campaign on awareness, communication, and intentions to screen.

Methods

Design of the evaluation

We surveyed a random sample of the public in the catchment area before the survey and another random sample after the campaign was over. We chose a pre-post design for several reasons. First, our resources were limited and we could not complete a fully randomized design with city as the unit of analysis. Second, most major cities in the US have some sort of campaign over national media outlets for Colon Cancer month, precluding a true control city selection. Therefore, identifying any changes from before to after the campaign was the best and strongest evaluation possible, given the circumstances.

The survey instrument was based on two main sources. The Behavioral Risk Factor Surveillance System (BRFSS) measured screening for CRC in several of the past 6 years, and questions to measure screening were taken from the BRFSS. We also used demographic questions from the BRFSS, so we could compare our population characteristics to the WA state BRFSS data from recent years. The recent Myriad genetics campaign evaluation¹ contained several questions on campaign awareness and awareness of genetic testing. These questions were modified to use for our awareness and communications questions.

Sampling and Participant Selection

A total of 250 adults between the ages of 50 and 75 were targeted for an interview sample in King County, WA state before and after the campaign, using standard random sampling methods. The investigators obtained a population based list of people in the correct county and age range, and randomly selected participants to be approached from that list. The pre- and post- campaign approach samples drawn from the original list were stratified and balanced to the extent possible by age category, ages 50-64 and 65-75, zip code, and by gender (M/F). Age group was treated as the most important factor, while gender was treated as the least important. All people in the targeted group who have sufficient understanding of English were eligible to participate. The language exclusion criterion exists because the study design did not allow the interviewer to define terms, just repeat questions. Consequently, a limited understanding of English could lead to skewed results. Additionally, we tried to capture the same population that the campaign targeted. We repeated the survey in May with new participants to obtain the post-campaign results.

Procedures

Potential participants were selected randomly and called to obtain eligibility information. If eligible and interested, survey data was collected. We attempted to contact each participant at numerous times during the day (mornings, afternoons, and evenings) to maximize likelihood of contact. A maximum of 16 phone calls with no human contact was attempted with participants before they were categorized as “no contact” and retired from further fielding. A brief refuser survey was attempted with all potential participants who declined the main survey to help us better understand reasons for study non-participation. The same data collection procedures were used for both pre and post campaign interviews.

The desired sample size ($n=250$ per time point) was based on a power of 80% and significance level of .05. We should be able to detect a change of 10% in any one of our three outcomes (awareness, communication, and intentions to screen) from pre to post campaign.

The internal validity of the study may be affected by having no independent means of assessing the validity of the information provided by participants. Additionally, despite careful consideration and expert consultation, the survey questions may not capture variables significant in explaining the differential impact of the campaign. Because we are using phone interviews, only people with phones were sampled. This means that the findings cannot be generalized outside this group. However, the vast majority of King county residents (over 95%) have telephones.

Measurement and Data Production

The surveys were developed by the Colon Cancer Task Force Provider Working Group, which included numerous experts in the field. The majority of questions originated from other, similarly formatted surveys that have been previously validated. Study variables came directly from the data obtained through the surveys. This study was designed to measure the effect of the marketing campaign and, consequently, the

variables collected can be categorized into outcomes, demographic/background factors, and others. Outcome variables provide information about changes due to exposure to the campaign. These include awareness of a campaign to increase CRC screening, awareness of CRC screening as a recommended option, communication with provider to obtain CRC screening, and both intentions to screen and actual screening behavior. Demographic/background variables are used to describe the sample and may also serve as predictors of outcome measures. Background variables include self-defined race/ethnicity, educational level, religious affiliation, marital status, and income level for participants.

Results

Table 1 presents the total number of people approached for both the pre- and post-campaign survey efforts. As seen in this table, the total number of eligible people completing the pre- and post-surveys was roughly comparable.

Table 2 presents the demographic data for the pre- and post-campaign survey samples. The pre- and post-campaign survey samples reported similar demographic characteristics.

Table 3 presents data on the awareness of the campaign measured during the pre- and post-campaign surveys. The frequency of awareness was slightly higher in the post-campaign survey compared to the pre-campaign survey. There were also shifts in the frequency of sighting general messages about CRC screening, in that more people reported seeing messages about CRC screening in the highest frequency category.

Table 4 presents data on the frequency of communication in the pre-campaign and post-campaign surveys. There was a slight difference in the frequency of communicating about CRC screening with family, in that post-campaign respondents reported lower frequencies communicating about CRC frequency with family, and higher frequencies of communicating about CRC screening with friends and providers.

Table 5 presents intentions to obtain screening for both pre- and post-campaign survey respondents. There were slight differences in pre- and post-campaign survey samples, in that post-campaign respondents reported slightly higher intentions to obtain screening and to speak with a health care provider.

Discussion

This report documents the simple descriptive findings for the evaluation of the CRC month campaign designed and funded in part by the Colon Cancer Task Force. These preliminary data are not indicative of any strong effect by the campaign in changing awareness, communication, or intentions to screen. More sophisticated analyses are planned within the next year to control for demographic variables, and these analyses may yield differences from pre- to post-campaign survey samples.

Table 1. Recruitment of participants into the pre-campaign and post-campaign surveys

	<u>Pre</u>	<u>Post</u>
Number of people approached	629	540
Number of people eligible	297	276
Total number in survey	264	251

Table 2. Descriptions of the pre-campaign and post-campaign samples surveys

	<u>Pre</u>	<u>Post</u>
Percent White	90%	91%
Percent with college degree	73%	76%
Percent married/partnered	56%	52%
Percent with cancer diagnosis	16%	23%
Ever had FOBT?	65%	62%
Ever had scope?	65%	68%

Table 3. Awareness of messages in pre-campaign and post-campaign samples

	<u>Pre</u>	<u>Post</u>
Heard about CRC screening?	45%	53%
How often?		
1-2 times	51%	39%
3-5 times	38%	38%
More	12%	23%

Table 4. Communicating about CRC screening surveys

	<u>Pre</u>	<u>Post</u>
With family	39%	37%
With friends	25%	32%
With healthcare provider	52%	56%

Table 5. Intentions to get screened, before and after campaign

	<u>Pre</u>	<u>Post</u>
Definitely will in future	56%	58%
Will ask healthcare professional	83%	86%

References

1. Centers for Disease Control and Prevention. (2004). Genetic testing for breast and ovarian cancer susceptibility: Evaluating direct-to-consumer marketing --- Atlanta, Denver, Raleigh-Durham, and Seattle, 2003. *Morbidity and Mortality Weekly Report*, 53(27), 603-606.

Appendix I

Survey Instrument

SECTION A: AWARENESS OF CAMPAIGN

These first few questions are about the media and screening for colon cancer.

- A. 1. Newspapers, radio and television often carry information about health. In your opinion, do you think the amount of information on health in the media has increased, decreased, or stayed about the same during the past year?

☐ ₁ Increased

☐ ₂ Decreased

☐ ₃ Same

☐ ₇₇₇ DK

☐ ₉₉₉ REF

- A. 2. During the past couple of months, have you heard/seen anything about screening for colon cancer?

☐ ₀ NO → **GO TO SCREENING BEHAVIOR, SECTION D**

☐ ₁ YES → **CONTINUE**

- A. 2.a. How often have you heard or seen anything?

☐ ₁ Once or twice

☐ ₂ 3-5 times

☐ ₃ 6-10 times

☐ ₄ Over 10 times

- A. 2.b. What kinds of messages about colon cancer screening do you recall in the media or from other sources such as people you talk with?

PROBE: PROBE FOR UP TO THREE MESSAGES

* ENTER TEXT EXACTLY AS PROVIDED

* WRITE IN "DK" OR "REF" IF NO MESSAGE PROVIDED

a. _____

b. _____

c. _____

A. 2c. You mentioned [READ MESSAGE (a)]. Where did you hear, read or see this?

CHECK “NO” OR “YES” FOR ALL SOURCES OR TYPES OF MEDIA THAT INTERVIEWEE MENTIONS

PROBE: Where else did you get this information in the last 2 months?

SOURCE	NO	YES
1. Billboards	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
2. Book	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
3. Church	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
4. Civic organization	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
5. Doctor	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
6. Family member	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
7. Friend, co-worker	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
8. Hospital	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
9. Internet	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
10. Mailing	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
11. Magazine	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
12. Mall event	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
13. Newspaper	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
14. Other health professional	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
15. Other health care organizations	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
16. Pamphlet	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
17. Pharmacy Poster/flier	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
18. Poster	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
19. Radio	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
20. School, Class, Lecture	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
21. Self-help clinic or group	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
22. Signs	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
23. Social, recreation group	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
24. Television	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
25. Other (Specify):	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
26. DK	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
27. REFUSED	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁

A. 2d. You mentioned [READ MESSAGE b].

Where did you hear, read or see this?

CHECK “NO” OR “YES” FOR ALL SOURCES OR TYPES OF MEDIA
THAT INTERVIEWEE MENTIONS

PROBE: Where else did you get this information in the last 2 months?

SOURCE	NO	YES
1. Billboards	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
2. Book	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
3. Church	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
4. Civic organization	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
5. Doctor	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
6. Family member	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
7. Friend, co-worker	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
8. Hospital	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
9. Internet	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
10. Mailing	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
11. Magazine	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
12. Mall event	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
13. Newspaper	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
14. Other health professional	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
15. Other health care organizations	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
16. Pamphlet	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
17. Pharmacy Poster/flier	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
18. Poster	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
19. Radio	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
20. School, Class, Lecture	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
21. Self-help clinic or group	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
22. Signs	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
23. Social, recreation group	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
24. Television	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
25. Other (Specify):	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
26. DK	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
27. REFUSED	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁

A. 2.e. You mentioned [READ MESSAGE c].

Where did you hear, read or see this?

CHECK “NO” OR “YES” FOR ALL SOURCES OR TYPES OF MEDIA
THAT INTERVIEWEE MENTIONS

PROBE: Where else did you get this information in the last 2 months?

SOURCE	NO	YES
1. Billboards	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
2. Book	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
3. Church	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
4. Civic organization	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
5. Doctor	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
6. Family member	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
7. Friend, co-worker	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
8. Hospital	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
9. Internet	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
10. Mailing	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
11. Magazine	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
12. Mall event	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
13. Newspaper	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
14. Other health professional	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
15. Other health care organizations	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
16. Pamphlet	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
17. Pharmacy Poster/flier	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
18. Poster	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
19. Radio	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
20. School, Class, Lecture	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
21. Self-help clinic or group	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
22. Signs	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
23. Social, recreation group	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
24. Television	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
25. Other (Specify):	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
26. DK	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁
27. REFUSED	<input type="checkbox"/> ₀	<input type="checkbox"/> ₁

A3. During the past couple of months, have you seen any **busboards** on the outside of buses that carried messages about colon cancer?

☐₀ NO → **GO TO NEXT QUESTION**

☐₁ YES → CONTINUE

A3.a. How many times did you see the busboards in the past couple of months?

____/month

A3.b. What do you remember best about those busboards?

A3.c. Can you recall the main message or slogan?

A.4. During the past couple of months, have you seen any **television spots** about colon cancer?

☐₀ NO → **GO TO NEXT QUESTION**

☐₁ YES → CONTINUE

A.4.a. How many times did you see the television spots in the past couple of months?

____/month

A.4.b. What do you remember best about those television spots?

A4.c. Can you recall the main message or slogan?

A.5. During the past couple of months, have you heard any **radio spots** about colon cancer?

☐₀ NO → **GO TO NEXT QUESTION**

☐₁ YES → CONTINUE

A.5.a. How many times did you hear the radio spots in the past couple of months?
_____/month

A.5.b. What do you remember best about those radio spots?

A.5.c. Can you recall the main message or slogan?

A.6. During the past couple of months, have you seen any **posters** in your community about colon cancer?

☐₀ NO → **GO TO NEXT QUESTION**

☐₁ YES → CONTINUE

A.6.a. How many times did you see the posters in the past couple of months?
_____/month

A.6.b. What do you remember best about those posters?

A.6.c. Can you recall the main message or slogan?

A.6.d. Where did you see these posters?

A. 7. Here are four slogans about colon cancer. Do you recognize any of these?

1. Colon cancer does not have to kill you

☐₁ YES

☐₀ NO

☐₇₇₇ DK

☐₉₉₉ REF

2. If you're over 50, it's time.

☐₁ YES

☐₀ NO

☐₇₇₇ DK

☐₉₉₉ REF

3. At 50 start thinking about colon cancer.

☐₁ YES

☐₀ NO

☐₇₇₇ DK

☐₉₉₉ REF

4. Colon cancer is not as bad as other cancers when you're 50.

☐₁ YES

☐₀ NO

☐₇₇₇ DK

☐₉₉₉ REF

A.8. During the past couple of months, do you remember seeing or hearing any message on screening for colon cancer that had a calendar with the number 50 on it?

☐₀ NO → GO TO SCREENING BEHAVIOR, SECTION D

☐₁ YES → CONTINUE

A.8.a. How many times have you seen this message with the calendar and number 50 on it, in the past months?

_____/month

A.8.b. What do you remember best about that message?

☐₁ ENTER TEXT EXACTLY AS
PROVIDED _____

A.8.c. Can you recall the main message or slogan?

☐₁ YES → What was it?

ENTER TEXT EXACTLY AS PROVIDED

☐₀ NO → CONTINUE

SECTION B: ATTENTION TO CAMPAIGN

These next questions ask you to think again about the message that had a calendar and the number 50 on it. Did the message describe:

B. 1. The types of colon cancer screening?	<input type="checkbox"/> ₁ YES	<input type="checkbox"/> ₀ NO	<input type="checkbox"/> ₇₇₇ DK	<input type="checkbox"/> ₉₉₉ REF
B. 2. Symptoms of colon cancer?	<input type="checkbox"/> ₁ YES	<input type="checkbox"/> ₀ NO	<input type="checkbox"/> ₇₇₇ DK	<input type="checkbox"/> ₉₉₉ REF
B. 3. Who to call for colon cancer screening?	<input type="checkbox"/> ₁ YES	<input type="checkbox"/> ₀ NO	<input type="checkbox"/> ₇₇₇ DK	<input type="checkbox"/> ₉₉₉ REF
B. 4. Who needs colon cancer screening?	<input type="checkbox"/> ₁ YES	<input type="checkbox"/> ₀ NO	<input type="checkbox"/> ₇₇₇ DK	<input type="checkbox"/> ₉₉₉ REF
B. 5. What colon cancer screening does?	<input type="checkbox"/> ₁ YES	<input type="checkbox"/> ₀ NO	<input type="checkbox"/> ₇₇₇ DK	<input type="checkbox"/> ₉₉₉ REF
B. 6. Why people don't get screening?	<input type="checkbox"/> ₁ YES	<input type="checkbox"/> ₀ NO	<input type="checkbox"/> ₇₇₇ DK	<input type="checkbox"/> ₉₉₉ REF

SECTION D: SCREENING BEHAVIOR

The following questions ask about your personal colon cancer screening/testing.

D.1. How much have you heard or read about screening for colon cancer?

Would you say...(READ CHOICES)

Almost nothing

Relatively little

A fair amount

A lot

☐₁

☐₂

☐₃

☐₄

D. 2. A blood stool test is a test that may use a special kit at home to determine whether the stool contains blood. Have you ever had this test using a home kit?

☐₁ YES

☐₀ NO → **GO TO D.3**

☐₇₇₇ DK → **GO TO D.3**

☐₉₉₉ REF → **GO TO D.3**

D. 2.a How long has it been since you had your last blood stool test using a home kit?

☐₁ Within the past year (anytime less than 12 months ago)

☐₂ Within the past 2 years (1 year but less than 2 years ago)

☐₃ Within the past 5 years (2 years but less than 5 years ago)

☐₄ 5 or more years ago

☐₇₇₇ DK

☐₉₉₉ REF

D. 3. Sigmoidoscopy and colonoscopy are exams in which a tube is inserted in the rectum to view the bowel for signs of cancer or other health problems. Have you ever had either of these exams?

☐₁ YES

☐₀ NO → **GO TO D.4**

☐₇₇₇ DK → **GO TO D.4**

☐₉₉₉ REF → **GO TO D.4**

D. 3.a How long has it been since you had your last sigmoidoscopy or colonoscopy?

☐₁ Within the past year (anytime less than 12 months ago)

☐₂ Within the past 2 years (1 year but less than 2 years ago)

☐₃ Within the past 5 years (2 years but less than 5 years ago)

☐₄ Within the past 10 years (5 years but less than 10 years ago)

☐₅ 10 or more years ago

☐₇₇₇ DK

☐₉₉₉ REF

D.4. The cost for colon cancer screening tests can vary. Please stop me when I get to the amount that represents **the most** you would be willing to pay. (*READ CHOICES UNTIL S/HE STOPS YOU.*)

<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆	<input type="checkbox"/> ₇	<input type="checkbox"/> ₈	<input type="checkbox"/> ₉	<input type="checkbox"/> ₁₀
\$0	\$25	\$50	\$100	\$200	\$500	\$1,000	\$2,000	\$5,000	\$10,000

D.5. What do you think **your** risk is for getting colon cancer someday in the future. Do you think your risk is READ CHOICES...?

- ☐₁ Very low
 - ☐₂ Low
 - ☐₃ Medium
 - ☐₄ High
 - ☐₅ Very high
-

SECTION E: DISCUSSION OF SCREENING

E.1. How much have you talked about colon cancer screening with your family?
Would you say...

Almost nothing	Relatively little	A fair amount	A lot
<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄

E.2 How much have you talked about colon cancer screening with your friends?
Would you say...

Almost nothing	Relatively little	A fair amount	A lot
<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄

E.3 How much have you talked about colon cancer screening with your health care provider? Would you say...

Almost nothing	Relatively little	A fair amount	A lot
<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄

SECTION F: INTENTIONS TO OBTAIN COLON CANCER SCREENING

F.1 At the present time, which of the following statements best describes you?
(READ CHOICES)

- ☐₁ Not thought about having colon cancer screening in the future
- ☐₂ Not considering having colon cancer screening in the future
- ☐₃ Considering having colon cancer screening in the future
- ☐₄ Probably will have colon cancer screening in the future
- ☐₅ Definitely will have colon cancer screening in the future

F. 2 Do you intend to get a colon cancer screening test in the future? (READ CHOICES)

- ☐₁ Definitely not
- ☐₂ Probably not
- ☐₃ Probably yes
- ☐₄ Definitely yes

F.3 Do you think you will ever ask a healthcare professional, such as your doctor, about screening for colon cancer for yourself?

☐₁ YES → **CONTINUE**

☐₀ NO → **GO TO BACKGROUND, SECTION G**

F.3.a. When do you think you will contact a healthcare professional for more information about screening for colon cancer?

- ☐₇ Already have
- ☐₆ Tomorrow
- ☐₅ Next week
- ☐₄ Within the month
- ☐₃ In a couple of months
- ☐₂ Sometime this year
- ☐₁ More than a year from now

SECTION G: BACKGROUND

And now some questions about your general background. This is the final section of questions.

G.1 In what race or ethnic category do you consider yourself? (*Check one box.*)

- ☐₁ White, not Hispanic
- ☐₂ White, Hispanic
- ☐₃ Black or African-American
- ☐₄ Asian or Pacific Islander
- ☐₅ American Indian or Aleut or Eskimo
- ☐₆ Other (write in)_____

G.2 What was the highest grade of school that you completed? (*Check one box.*)

- ☐₁ Kindergarten through 8th grade
- ☐₂ 9th grade through 11th grade
- ☐₃ High school graduate or GED
- ☐₄ Post-high school training or some college, including vocational, technical, etc.
- ☐₅ Graduated from college
- ☐₆ Graduate or professional school

G.3 What is your current marital status? (*Check one box.*)

- ☐₁ Single
- ☐₂ Married
- ☐₃ Living with a partner
- ☐₄ Widowed
- ☐₅ Separated
- ☐₆ Divorced

G.4 Are you currently employed for salary or wages? (*Check one box.*)

- ☐₁ Full-time employed
- ☐₂ Part-time employed
- ☐₃ Not employed (including student or homemaker)
- ☐₄ Retired

G.5 Including income provided by you, your partner/spouse and any other person living in your household, which range of figures comes closest to your ***total*** household income before taxes for the past calendar year? (*Check one box.*)

☐₁ Less than \$15,000

☐₂ \$15,000 - \$29,999

☐₃ \$30,000 - \$49,999

☐₄ \$50,000 - \$69,999

☐₅ \$70,000 or over

G.6 How many people, including yourself, were supported by this income during this calendar year referred to above?

___ ___ person/people

G.7 How many people, including yourself, currently live in your home?

___ ___ person/people

G.8. This next question asks where you were born. Were you... (CHECK ONE BOX):

☐₁ Born in the U.S. → PRINT NAME OF STATE:

_____ → **GO TO G.9**

☐₂ Born outside the U.S → **GO TO G.8.a.**

☐₇₇ DK → **GO TO G.9**

☐₉₉ REF → **GO TO G.9**

G.8.a. In what country were you born?

COUNTRY: _____

FILL IN "777" IF DK; "999" IF REF

G.8.b. In what year did you come to live in the United States?

YEAR: _____ (EXAMPLE: 1990)

FILL IN "7777" IF DK; "9999" IF REF

G.9. Has a physician or other health care professional ever told you that you had cancer?

☐₀ No

☐₁ Yes → G.9a. What kind of cancer?

FILL IN “777” IF DK; “999” IF REF

☐₇₇₇ DON’T KNOW

☐₉₉₉ REF

G.10. In general, would you say your health is:

☐₁ Excellent

☐₂ Very good

☐₃ Good

☐₄ Fair

☐₅ Poor

☐₇₇₇ DON’T KNOW

☐₉₉₉ REF

This completes the survey. The information that you provided will be used to better understand the view of people toward screening for colon cancer. Do you have any questions for me at this time?

Should questions arise later about the topic of cancer risk, you may call the toll free cancer hotline that I mentioned before. The number is 1-800-4-CANCER. That’s 1-800-422-6237.

Should questions arise later about this study, you may call the toll free study information number. The number is 1-800-792-3489.

Thank you for your time to participate in this survey. Goodbye.